



# CHILDREN'S NETWORK

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ANNUAL REPORT  
FOR 2019 - 2020





# COUNTYWIDE VISION STATEMENT

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We envision a complete county that capitalizes on the diversity of its people, its geography, and its economy to create a broad range of choices for its residents in how they live, work, and play.

We envision a vibrant economy with a skilled workforce that attracts employers who seize the opportunities presented by the County's unique advantages and provide the jobs that create countywide prosperity.

We envision a sustainable system of high quality education, community health, public safety, housing, retail, recreation, arts and culture, and infrastructure, in which development complements our natural resources and environment.

We envision a model community which is governed in an open and ethical manner, where great ideas are replicated and brought to scale, and all sectors work collaboratively to reach shared goals.

From our valleys, across our mountains, and into our deserts, we envision a county that is a destination for visitors and a home for anyone seeking a sense of community and the best life has to offer.

**Children's Network would like to thank the San Bernardino County Board of Supervisors and Chief Executive Officer for their continued support of the Children's Policy Council.**



**Curt Hagman**  
Chairman  
Fourth District



**Dawn Rowe**  
Vice Chair  
Third District



**Col. Paul Cook (Ret.)**  
First District



**Janice Rutherford**  
Second District



**Joe Baca, Jr.**  
Fifth District



**Leonard X. Hernandez**  
Chief Executive Officer



# INTRODUCTION

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As the Child Abuse Prevention Council of San Bernardino County, we work with community and County partners to develop collaborative partnerships that focus on educating and increasing awareness efforts to reduce the rates of child abuse and neglect in the County.

Our programs and educational campaigns all have one overarching goal: developing the foundational capacity of our County and community service providers, so that they can provide the appropriate care and resources to our children and families. Our program coordinators achieve this goal by providing various training opportunities, promoting public awareness and educational campaigns, attending outreach events, and developing collaborative partnerships with county and community partners.

During this reporting period, a global pandemic that caused Children’s Network to re-examine how to continue to provide services to the community. The staff recognized that now more than ever, it was important for us to move ahead and continue to provide prevention education. Children’s Network staff pivoted their work from all in-person to a completely virtual platform. Staff continued to provide the monthly meetings, trainings, and events through various virtual platforms.

Children’s Network staff were model examples of resilient staff who continued to provide the community with the needed resources, even in the face of a global pandemic. As Children’s Network moves forward, the staff will now focus on how the events of this past year have affected children and families and what needs to be in place to help deal with the trauma.

Finally, Children’s Network is also thankful for the continued support of the San Bernardino County Board of Supervisors and the County Executive Officer. We are also thankful to our many valuable partners who are working towards a better tomorrow for our children.



**JANKI PATEL**

Network Officer



## MISSION STATEMENT

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Children's Network coordinates preventative programs and services through collaboration and engagement with community and County partners to strengthen and promote child, family, and community well-being.

## VISION STATEMENT

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Children's Network envisions positive outcomes for children and families in San Bernardino County. This is achieved through active and engaged collaborations of County and community partners, relevant training opportunities for service providers, and promoting public awareness and shared understanding of risk factors of child abuse and neglect.

## EXECUTIVE SUMMARY

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In 1985, the San Bernardino County Grand Jury recommended an inter-agency council be established to study and coordinate services for the children in San Bernardino County. The following year, 1986, the Children's Network model was developed and launched. On Oct. 3, 1988, the Board of Supervisors (BOS) formally established Children's Network and approved the powers and duties of the Children's Policy Council (Council) in an effort to improve outcomes for children and their families.

Children's Network helps to establish and support partnerships with other public and private child-serving agencies throughout San Bernardino County and beyond. The Council serves as the directing board of the Children's Network and is comprised of representatives from the Board of Supervisors, child-serving County departments, and private sector agencies.

Under the Council's guidance, Children's Network works to improve coordination and collaboration among children and youth-serving agencies.

Much like the San Bernardino County Community Indicators Report of 2019, which views our community as a system of interconnected elements, this year's Children's Network Annual Report will focus on the connectivity and coordination between the child-serving agencies in San Bernardino County. We will showcase our projects, programs, and accomplishments as collaborative efforts made possible through close working relationships with County and community partners.



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# CHILDREN'S POLICY COUNCIL

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## VISION OF THE CHILDREN'S POLICY COUNCIL

We envision strong, sustainable systems that ensure good outcomes for children in San Bernardino County.

## MISSION OF THE CHILDREN'S POLICY COUNCIL

Members will work together to improve the lives of San Bernardino County children through communication, coordination, and collaboration.

The Children's Policy Council provides overall direction to the partnerships established through the Children's Network, with the intention of improving services to vulnerable children and their families.

The Children's Policy Council was established by the Board of Supervisors pursuant to Welfare and Institutions Code Section 18986.10 and is composed of department heads or designees of San Bernardino County agencies and other non-County organizations that either provide services to children or administer such programs. Council members include representatives from each of the following agencies:

- A member of the Board of Supervisors\*
- Department of Behavioral Health\*
- Human Services – Assistant Executive Officer\*
- Child Care Resource Center\*
- Children and Family Services\*
- Children's Fund, Inc.\*
- Court Appointed Special Advocates (CASA)\*
- District Attorney\*
- Inland Counties Regional Center, Inc. (IRC)\*
- Preschool Services Department\*
- Presiding Judge, Juvenile Court\*
- Probation Department\*
- Public Defender\*
- Department of Public Health\*
- San Bernardino County Superintendent of Schools\*
- Transitional Assistance Department\*
- Children's Advocacy Group\*
- Housing Authority of the County of San Bernardino\*
- Sheriff's Department
- Loma Linda University Medical Center
- First 5 San Bernardino
- Child Support Services
- Inland Empire United Way 2-1-1

\* denotes voting members.



# COMMITTEES, BOARDS, AND COLLABORATIONS

## CHILDREN'S FUND PROGRAM COMMITTEE

In keeping with the mission of Children's Fund, the Program Committee seeks to invest in organizations and programs that benefit San Bernardino County at-risk youth primarily in the areas of prevention of child abuse, early intervention, homelessness, substance abuse, and social and personal development. Non-profit organizations, schools, and government agencies that serve at-risk children are invited to submit a proposal to the Program Committee for a grant to help their needs.

## CHILDREN'S FUND BOARD OF DIRECTORS

In 1988, the San Bernardino County Board of Supervisors established the Children's Fund as the non-profit component of Children's Network. It was designed to be a true private-public partnership. Every dollar raised by the Fund goes directly into a trust account to meet the needs of children that are at risk. Goods and services that are not available through other agencies are provided by Children's Fund. Although they are no longer a component of Children's Network, there still exists a strong, collaborative relationship. The CEO of Children's Fund is an active member of the Children's Policy Council and the Children's Network Officer is an appointed member of their Board of Directors.

## CHILDREN'S ASSESSMENT CENTER GOVERNING BOARD

The Children's Assessment Center of San Bernardino is a public-private partnership between San Bernardino County and Loma Linda University Children's Hospital established in 1994. They provide forensic interviews and evidentiary medical examinations in the evaluation of child abuse allegations. They coordinate services in a child-focused atmosphere, thus reducing trauma to child victims and their families. The main purpose of the Governing Board is to review and advise on staffing and funding concerns.

## FOSTER YOUTH ADVISORY COUNCIL

In 2008, the Presiding Judge of the Juvenile Court and the DBH director took action at the Children's Policy Council meeting to form the Foster Care Advisory Council. The Council took on the task of coordinating the Foster Care Summit. The primary purpose of the Summit was to address the needs of children in San Bernardino County that were placed in out-of-home care. The Council continued to meet monthly after the first Summit in order to devise solutions to the needs that were identified by the youth at the Summit.

## HEAD START SHARED GOVERNANCE BOARD

The purpose of Head Start Shared Governance Board is to serve as a representative of and on behalf of the Board of Supervisors of San Bernardino County in the development, participation, and monitoring of Head Start shared decision making with the Head Start Policy Council. This includes the development, review, and approval of various program procedures and objectives as described in the Federal Head Start Performance Standards.

## INTER-AGENCY PLACEMENT COUNCIL (IPC)

IPC is a legislatively required county meeting for the purpose of providing a forum for partners to discuss service and placement options for children and youth who are dependents and wards. Membership includes a supervisory personnel or designee from the following departments: Children and Family Services, Department of Behavioral Health, Probation Department, County Schools, Inland Regional Center, and Children's Network.



# COMMITTEES, BOARDS AND COLLABORATIONS

## CHILD DEATH REVIEW TEAM (CDRT)

The Child Death Review Team is an inter-agency, multidisciplinary team comprised of professionals who are knowledgeable about child abuse and neglect from specific county agencies and the private sector.

The purpose of the CDRT is to:

- Improve public policy and public safety relating to child welfare.
- Increase the thoroughness and effectiveness of system processes related to the following children's services: child protection, public health, prevention, intervention, investigation and legal representation of abused/neglected children.
- Support cooperation and communication between agencies providing services to children at risk of abuse/neglect.
- Ultimately improves the delivery of services to children and families in San Bernardino County.

The data trends observed during the review of the cases directly impacts what child safety campaigns Children's Network will highlight. For example, for the past few years, we have seen a rise in the number of sleep-related deaths in infants in unsafe sleep environments. After observing such a trend in our case reviews, Children's Network put together an awareness campaign that informs parents about the safe sleeping practices with their infants.

The goal of CDRT is to review all child deaths, through 17 years of age, which fall within the criteria established by Government Code 27491, Penal Code Section 1164.9 of the Child Abuse Reporting Law, and as determined by our local CDRT. CDRT will continue to track the data trends seen during the CDRT case reviews and hopefully see a decline in the number of cases we review related to any awareness campaign that is highlighted.

## FIRST 5 SAN BERNARDINO ADVISORY COMMITTEE

The First 5 San Bernardino Advisory Committee was created to satisfy the mandate of Proposition 10 legislation. The function of the Advisory Committee is to provide information to the Commission for the use in making its policy and funding decisions. The Committee is composed of diverse community representation reflecting the diverse backgrounds and abilities of San Bernardino County and represent different ethnic, linguistic, cultural, socio-economic, religious, geographical and/or currently under-served communities. The Children's Network Officer has been an active member of this Committee since its inception.



# 33RD ANNUAL CHILDREN'S NETWORK CONFERENCE



Children's Network hosted the 33rd annual conference on Wednesday, Sept. 18 and Thursday, Sept. 19, 2019, at the Ontario Convention Center.

## WORKSHOPS

Nearly 600 social workers, mental health professionals, counselors, health care providers, resource parents, teachers, law enforcement, and safety personnel attended the 56 workshops offered this year. Some of the topics covered in the breakout sessions this year included: suicide prevention, trauma-informed care, human trafficking, mentoring and coaching youth, developing compassion care plans, early childhood development, needs of nontraditional families, programing for dads, child abuse-neglect prevention, improving maternal mental health, self-care, building resiliency in children and families, foster youth education, positive parenting, and domestic violence.

This year, 268 attendees provided valuable feedback by completing the overall evaluations of their experience at the conference. 95 percent of the respondents 'agreed' or 'strongly agreed' that the conference raised their awareness and felt they gained information on issues that impact their jobs and/or life. Approximately 94 percent of the respondents reported feeling 'satisfied' or 'very satisfied' with the workshop variety offered at the conference this year. Additionally, 92 percent of the attendees felt 'satisfied' or 'very satisfied' with the content of the 56 workshops and 96 percent of those attendees felt that the workshops were informative. Children's Network will continue to recruit for presenters who have topics relevant to our attendees and the variety of settings they work or live in.

### Quotes:

- "The topics presented were informative and relevant to my line of work (teacher). The keynote speakers were amazing. Great work!"
- "Learned a lot of info on other services. Reminded me of my purpose. Great experience."
- "We need more teachers to be available to receive this information at their school sites, as well as overall staff."
- "Excellent conference. Staff did an amazing job with the topics (focus) and guest speakers."



# 33RD ANNUAL CHILDREN'S NETWORK CONFERENCE

## KEYNOTE SPEAKERS

**Christina Meredith** presented the keynote address Wednesday morning. One of ten children born to a mother that suffered from both mental illness and substance use disorder, Christina endured years of traumatic abuse. This included sexual abuse by an uncle and constant physical and psychological abuse by her mother, who locked her in a closet for days at a time. By the time Christina was in high school, the cumulative effects of long-term trauma had made it nearly impossible to learn. Once Christina finally revealed her situation at home, they also worked to get her into foster care. After graduation and aging out of foster care at 18, Christina lost her supportive foundation. Christina shared her inspiring story of overcoming adversity and her mission to improve the foster care system in America. Christina encouraged all of us to look within, overcome any obstacle, and ultimately, find the strength to achieve our highest goals and dreams.



Our Thursday speaker, **Mark Anthony Garrett** grew up in the tough inner city of Dayton, Ohio as a foster child and was then later adopted. Throughout his childhood he faced many hardships such as poverty, neglect, homelessness, abandonment and abuse, both physical and sexual. At 14, he lost his adopted mother to cancer, dropped out of school, joined a gang and was in-and-out of juvenile jail. Although his surroundings were negative, Mark was encouraged by his third grade special education teacher to never give up on life and to always strive for excellence. He knew he had to take destiny into his own hands. Mark shared his story of not only surviving difficult circumstances, but rising above his past to achieve great things through the help of mentors just like those in our conference audience.

## YOUTH IN ATTENDANCE

The last couple of years, we have opened our conference up to youth to attend and found that to be a huge success, not only amongst the youth, but the adults in attendance as well. This year, we were able to invite 75 youth on each day of the conference. Those in attendance were participants in the Transitional Age Youth (TAY) Centers in San Bernardino County, students from the Law and Society program at San Bernardino High School, and youth from various high schools in the county. The youth were able to participate in a whole conference experience, by attending the general session with all attendees, participating in a youth-focused workshop with the keynote speakers, and visiting the exhibit hall. The feedback from the youth and general conference attendees about the youth attending was positive. Many attendees found that including the youth in the conference was a great addition and an excellent educational opportunity for them. The youth enjoyed themselves and said that the experience as great.



# 33RD ANNUAL CHILDREN'S NETWORK CONFERENCE

Quotes from the youth attendees:

- "Inspirational!"
- "Mark Anthony is so very inspirational. It was an honor to listen to his messages."
- "I got great advice."
- "Mark was so inspiring & the way he told his story was motivational. He told his story & feelings. My story isn't the same, but some of the things he was feeling, I can relate. I like how he told us how he got through it & what made him want to continue."
- "My experience today was amazing. I enjoyed it very much. I feel that you can relate with the conference. I hope to come again."



## OVERALL CONFERENCE EVALUATION

In addition to attendee satisfaction with conference workshops and keynote speakers, Children's Network also obtained attendees' feedback regarding their overall conference experience. 96 percent of attendees felt that the conference met their expectations and 92 percent of the attendees felt that it was worth their time and money. Furthermore, 96 percent of the attendees were satisfied with their overall experience of the conference and 95 percent would recommend this conference to their colleagues. Lastly, 96 percent of conference goers stated that they would be interested in attending next year's conference. As part of the overall evaluations, attendees were asked if they had previously attended a Children's Network Conference; 45 percent of the respondents stated that it was their first time attending the conference, 39 percent had attended at least three times.

Through this annual regional conference, we aim to provide a meaningful learning opportunity to the attendees. The exhibit hall offered a variety of resources and the 56 diverse workshops provided great learning opportunities.

Quotes:

- "Awesome conference! It was great having a variety of workshops that can be used at work and on a personal level. From beginning to end, the conference was worth it completely."
- "Well organized and very educational."
- "Both speakers were amazing!"
- "Great overall experience. Very informative, both professional and personal growth. Looking forward to next year's event."



# 33RD ANNUAL CHILDREN'S NETWORK CONFERENCE

## SPONSORS

Due to the generous contributions from a variety of funders and supporters, Children's Network was able to successfully celebrate our 33rd annual conference. Without these continued partnerships, we would not be able to provide such valuable information and resources on a wide variety of topics. The support of our funders helps to make this a quality conference, with something for everyone. This year's funders included:

- First 5 San Bernardino
- San Bernardino County Children and Family Services
- Children's Policy Council
- San Manuel Band of Mission Indians (Sponsored the Youth's Attendance)
- Coalition Against Sexual Exploitation
- Department of Behavioral Health
- State Funding towards education on Commercial Sexual Exploitation of Children
- Crittenton Service for Children and Families
- Inland Empire Health Plan
- Success First
- TBS, San Bernardino
- Loma Linda University Children's Hospital – Department of Pediatrics
- San Bernardino County Superintendent of Schools
- Arrowhead Regional Medical Center





## 22ND ANNUAL 'SHINE-A-LIGHT' ON CHILD ABUSE AWARDS BREAKFAST

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Each year, April is designated as National Child Abuse Prevention Awareness Month, and for the past 21 years, Children's Network has kicked-off its awareness activities with our annual Shine-a-Light on Child Abuse Prevention Awards Breakfast. The awards breakfast is an opportunity to come together to acknowledge the hard work and dedication of individuals and organizations who help to prevent child abuse and keep children and families safe in our county. However, increasing numbers of Coronavirus cases led to the need to postpone the event, which had been scheduled for April 2, 2020. As it became apparent that safety concerns would keep us from holding large-scale, in-person events for some time, Children's Network decided to reschedule the awards for 2021 with the intentions of honoring our 22nd Annual Shine-a-Light Awards honorees at that time. Our honorees have gone above and beyond to serve our kids and we want make sure those efforts are recognized and that our honorees know the gratitude their County has for their time, efforts and dedication to its most vulnerable members.





# COMMUNITY ENGAGEMENT

From July 2019 through June 2020, Children's Network was involved in a number of collaborative efforts in a variety of areas. Of particular note is our involvement in health and resource fairs throughout the county, our Safe Sleep for Infants Campaign and Crib Program, and the hospital-based Preventing Shaken Baby Syndrome Program.

## COMMUNITY RESOURCE FAIRS AND EVENTS

An integral role of Children's Network is the dissemination of child abuse prevention material to the greater community. Beginning July 2019 until COVID restrictions were placed on gatherings in 2020, Children's Network staff participated in 21 in-person community resource fairs and events where we distributed material regarding child safety, positive parenting, and appropriate child discipline. This is approximately half of the events participated in during an average year. Additionally, Children's Network was able to collaborate with seven partners, including several local schools and Victor Community Support Services, to distribute resources at drive through and virtual events that took place once group events were restricted.





# COMMUNITY ENGAGEMENT

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## SAFE SLEEP FOR INFANTS PROGRAM

Children's Network continued to implement the multi-faceted Safe Sleep for Infants campaign, which is designed to raise awareness of the ABC's of Safe Sleep for Infants. The message is based on the recommendations of the American Academy of Pediatrics, that is, babies should sleep **A**lone, on their **B**ack and in a **C**rib. The components of our media campaign include a modified 30 second advertisement and four minute video that were made appropriate for California audiences, billboard advertising, bus advertising, development of posters, an easy-to-read ABC's of Safe Sleep brochure and the development of Children's Network's Safe Sleep for Infants Crib Program.



## CHILDREN'S NETWORKS' SAFE SLEEP FOR INFANTS CRIB PROGRAM

Children's Networks' Safe Sleep for Infants Crib Program offers community organizations mobile cribs for distribution to families whose babies need a safe place to sleep.

Data from San Bernardino County's Child Death Review Team showed a rise in infant deaths due to unsafe sleep practices. From 2010 to 2020, there were 184 infant deaths in their sleep environments. Building on the knowledge that, while we can educate families about a safe sleeping option, if families cannot afford the alternatives, parents will continue to use the methods they are familiar with, such as co-sleeping.

With funding provided by First 5 San Bernardino, Children's Network continued as a partner of the Cribs for Kids Program (based in Pennsylvania) and purchased mobile cribs at the partner rate. In partnership with San Bernardino County's Department of Public Health Family Health Services Program's Partnership for Healthy Mothers and Babies, where Public Health Nurses (PHN) visit families in their homes, evaluate baby's sleep environment and provide educational information to the families about the importance of a safe sleep environment for their baby. A Children's Network staff member provides hands-on training to the PHNs and nursing students, demonstrating how to set-up and take-down a mobile crib. Each PHN and student is required to demonstrate the set-up and take-down of the mobile crib to each family and requires each member of the household to set-up and take-down the mobile crib.

Children's Networks' Safe Sleep for Infants Program has led to partnerships between other San Bernardino County departments and community-based providers, whose collaborative efforts may not have happened otherwise. Children's Network is now collaborating with PHNs in San Bernardino County Preschool Services Department's Low Income First Time Mothers (LIFT) Program and Black Infant Health (BIH) Program, Children and Family Services' social workers, El Sol Neighborhood Education Center and San Bernardino City Unified School District's Cal-Safe Program.





# COMMUNITY ENGAGEMENT

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## PREVENTING SHAKEN BABY SYNDROME PROGRAM

Shaken Baby Syndrome (SBS) continues to be the leading cause of death in abusive head trauma (AHT) cases. An estimated 1,200 to 1,400 children are injured or killed by shaking every year in the United States. Actual numbers may be much higher as many likely go undetected. Over 300 babies a year die from being shaken in the United States. Approximately twenty-five percent (25%) of all SBS/AHT victims die as a result of their injuries. Of those who survive, eighty percent (80%) suffer permanent disability such as severe brain damage, cerebral palsy, intellectual disabilities, behavioral disorders and impaired motor and cognitive skills. Many survivors require constant medical or personal attention, which places tremendous emotional and financial strain on families. Medical costs associated with initial and long-term care for these children can range from \$300,000 to more than \$1,000,000. (National Center on Shaken Baby Syndrome, [www.dontshake.org](http://www.dontshake.org)). In an effort to educate parents about the dangers of shaking their baby and what to do before reaching this point, Children's Network implemented a hospital-based Shaken Baby Syndrome Prevention Program in San Bernardino County. With funding for training and materials provided by First 5 San Bernardino, the prevention model developed by Dr. Mark S. Dias was chosen for this hospital-based program.

The hospital-based Shaken Baby Syndrome Prevention Program at Arrowhead Regional Medical Center (ARMC) began in March 2014 in collaboration with Children's Network. This program is comprised of four components:

- Prior to a newborn's discharge from the hospital the parent(s)/caregivers/family members /friends are asked to watch a 12-minute video titled, A Life in Your Hands: Preventing Shaken Baby Syndrome.
- The parent(s) have a one-on-one discussion with the nurse about SBS, with the nurse answering any questions the parent(s) may have.
- The parent(s) are provided the easy-to-read, "Never Never Shake a Baby" brochure, which has the 24/7 child help hotline number on the back.
- The parents sign a Certificate of Commitment, which states they received information about, and understand what happens, if they shake their baby and what they can do to prevent SBS. The parents are given the beautiful certificate to display in their home.

Attached to each Certificate of Commitment is a small demographic card that is filled out by the nurse and deposited in a designated box in the hospital nursery. Children's Network collects the cards each month and records and stores the data.

In March 2015, Barstow Community Hospital (BCH) also began participating in the Shaken Baby Syndrome Prevention Program. The monthly births at BCH may be significantly lower than those at ARMC; however, the important factor is simply that more families are learning ways to prevent SBS and what they can do when they get frustrated when their baby is crying.





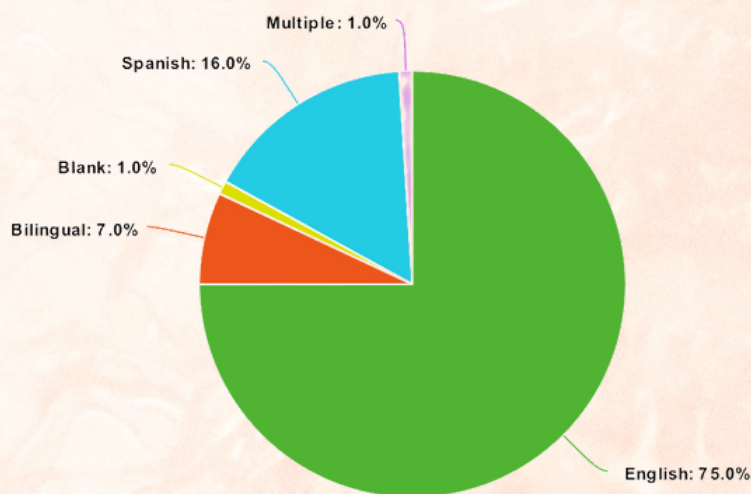
# COMMUNITY ENGAGEMENT

According to the demographic sheets collected from July 2019 through June 2020, there were 148 babies born at ARMC whose parents received the SBS information prior to their infant's discharge from the hospital. Barstow Community Hospitals' Shaken Baby Prevention Program demographic sheets, provided Shaken Baby prevention information to the parents of 109 babies born at their hospital.

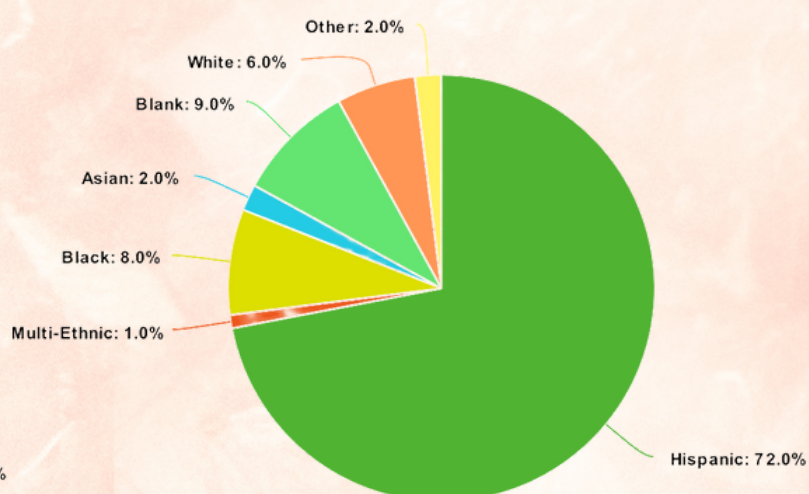
Information captured from the demographic sheets of the Shaken Baby Syndrome Prevention Program from July 2019 through June 2020 is reflected in the graphs below:

## ARMC INFORMATION

ARMC FY 2019-2020

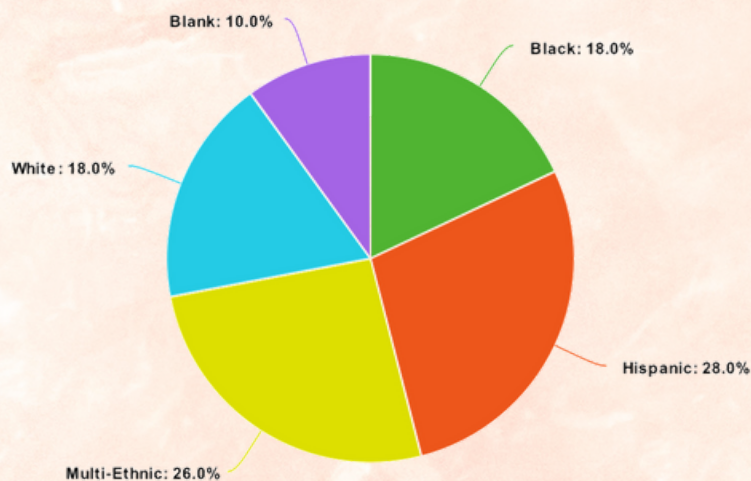


FAMILY LANGUAGE ARMC FY 2019-2020

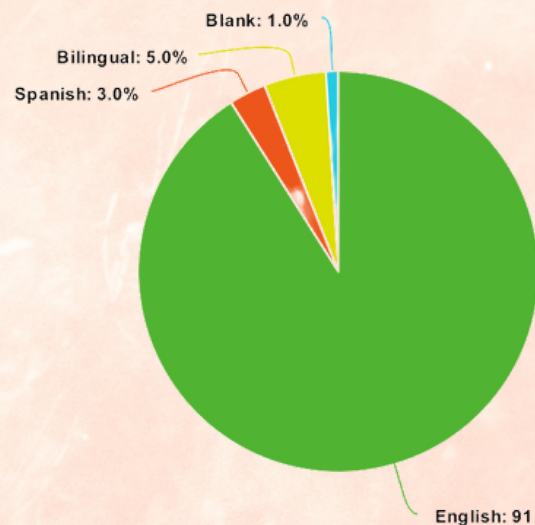


## BARSTOW INFORMATION

BARSTOW FY 2019-2020



FAMILY LANGUAGE BARSTOW FY 2019-2020





# MEDIA CAMPAIGNS

In 2019-2020, Children's Network continued to promote safe sleep, family violence prevention, child abuse prevention, maternal mental health and our fatherhood involvement campaigns. San Bernardino County was saturated with advertisements on the tails of busses, billboards in the High Desert; social media through Facebook boosting; movie theater advertising; geo-fencing; streaming videos on streaming networks such as Roku and Hulu; and half page ads in the Inland Empire Kids Directory. Our reach was 19,430,439 impressions or number views, which equals a potential reach of nine views per person in San Bernardino County.

## 2019-2020 MEDIA REACH

| Campaign Periods                       | Movie Theaters | Streaming      | Geo-fencing    | Billboards       | Digital Billboard | Bus Ads           | IEDK          | Spanish Radio    | Facebook Boosting |
|--|----------------|----------------|----------------|------------------|-------------------|-------------------|---------------|------------------|-------------------|
| Impressions in Jan. - Feb.             | 352,120        |                |                | 498,588          |                   | 6,304,000         | 20,000        | 1,214,400        | 109,700           |
| Impressions April- June                |                | 109,499        | 169,680        | 625,952          | 500,000           | 5,673,000         | 30,000        | 1,821,600        | 120,900           |
| Impressions during Extension in August |                |                |                |                  |                   | 1,891,000         |               |                  |                   |
| <b>Project Total</b>                   | <b>352,120</b> | <b>109,499</b> | <b>169,680</b> | <b>1,124,540</b> | <b>500,000</b>    | <b>13,868,000</b> | <b>50,000</b> | <b>3,036,000</b> | <b>230,600</b>    |

*\*Impressions indicate number of views reported by the contracted vendor*

**Total Annual Reach**  
19,440,439

Population of San Bernardino County: 2,180,085  
Potential views per person: 9

## OUR CAMPAIGNS

San Bernardino County  
CHILDREN'S NETWORK  
**ABCs of  
SAFE SLEEP**  
FOR MORE  
INFORMATION  
**DIAL 211**



January - Safe Sleep



February - Family Violence



April - Stop Child Abuse



May - Maternal Mental Health



June - Father Involvement



## ON THE MOVE

January through June 2020, 75 busses or forty percent of the OmniTrans bus fleet ran mini-tail ads in January, February, March, April and June. The buses ran advertisements in the following cities: San Bernardino, Highland, Redlands, Loma Linda, Yucaipa, Grand Terrace, Colton, Rialto, Fontana, Rancho Cucamonga, Ontario, Upland, Montclair, Chino and Chino Hills.

Due to stay-at-home order, the running bus fleet was reduced to 60 percent usage April through June, but OmniTrans increased our run time through August 2020.



# MEDIA CAMPAIGNS

## BILLBOARDS

Billboard advertising was used to reach our rural areas of Yucca Valley and Barstow. Advertisements were seen on main roads and highways in our desert communities.



The COVID-19 Stay-at-Home order caused a decrease in traffic, so LAMAR Billboard Advertising agreed to display an additional digital ad for added value. Children's Network was given eight weeks of digital spaces on Interstate 15 where there is higher traffic.

## PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

Safe Sleep and Family Violence videos were updated in 2019-2020. These videos were boosted on Facebook, ran in movie theaters, and played on streaming networks, such as HULU and ROKU.

## SPANISH RADIO BROADCASTING

Reaching our Spanish speaking population was one of our goals. We used Spanish radio station Que Buena. Que Buena played our 30- and 60-second radio commercials, Monday through Sunday at all hours of the day, over the course of six months totaling for 504 total spots.

## FACEBOOK BOOSTING

In 2019-20 Children's Network utilized Facebook advertisement boosting to promote Safe Sleep, Family Violence, and Father Engagement PSAs because we were able to choose specific demographics for our target audience such as age of adults that typically have young children and grandchildren within San Bernardino County.



## INLAND EMPIRE KIDS DIRECTORY

In an effort to be more visible in the community, Children's Network tried a new advertising partnership with Inland Empire Kids Directory (IEKD), a directory of family-friendly activities distributed to local business such as, pre-schools, libraries, children's activity centers, and other business in the Inland Empire. We placed half-page ads for Safe Sleep and Father Involvement in three of IEKD's bi-monthly directories. Each directory distributed 10,000 copies per issue throughout the county. In April, IEKD decided to use their social media reach to distribute due to the COVID-19 stay-at-home order, and we were still able to obtain their reach of 10,000 people. Additionally, our ad was translated to Spanish and distributed to Spanish speaking families.



# MEDIA CAMPAIGNS

## MOVIE THEATER ADS

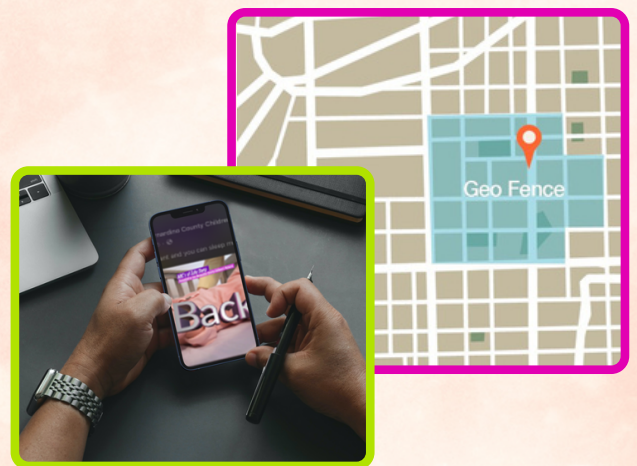
Children's Network contracted with National CineMedia (NCM) to play our 30-second PSAs in movie theaters during our campaign months. Our January and February campaigns were very successful due to having a captive audience in the theater.

The PSAs were played in the following theaters: San Bernardino Theatre Square on 14 screens, Cinemark 16 Victorville on 16 screens, Cinemark Rialto on 13 screens and Ontario Palace 21, plus IMAX on 22 screens. The movie theater ads played when the theater was filled to seventy-five percent capacity, so that our message reaches a larger, captive audience.



## GEO-FENCING

Additionally, we chose to take advantage of NCM's advanced geo-fencing technology which sets a virtual boundary around a specified physical location using Global Positioning System (GPS) or Radio Frequency Identification (RFID) enabled software to reach an audience through their mobile devices within that boundary. We set our target audience for people entering the contracted theaters and we selected a broad target audience of persons 18 - 65+ in order to reach parents and caregivers of children in the County.



## STREAMING

In March through June 2020 after the stay-at-home order went into place due to the COVID-19 pandemic, we transferred the funds for movie theater ads into more streaming on networks like HULU, PLUTO, and Sling.

## COVID-19 RESPONSE

Although the COVID-19 stay-at-home order effected our reach, media vendors accommodated us by offering extra run time, new opportunities to try, such as streaming and advertising in virtual platforms. Overall, we were able to continue to spread our messages to our county in some form and were successful in getting over 19 million views of our combined campaigns.



# PROGRAMS

## INLAND EMPIRE FATHER INVOLVEMENT COALITION (IEFIC)

### Why fatherhood?

One of the most consequential social trends of our time is widespread father absence in the lives of children. An absent father increases a child's risk of experiencing a host of poor outcomes, such as poverty, poor school performance, child abuse and neglect, emotional and behavioral problems, and incarceration. For many children, father absence is the sad reality.

In California and across the country, the number of children born to unmarried parents has steadily increased. Children growing up in single-parent families typically do not have the same economic or human resources available as those growing up in two-parent families.

The IEFIC, founded in 2013, is a group of community-based, County, and faith-based organizations collaborating and pooling resources, services, and expertise to reduce father absenteeism and support father engagement.



### IEFIC FRAMEWORK

The mission of the IEFIC is to encourage healthy child development by promoting the involvement, necessity, and value of the role fathers play in the family and community. The vision is that men fully engage as stable, supportive educators and providers, and serve as healthy family role models, highlighting responsible fatherhood. We do this by providing:

- **Education opportunities** for fathers (i.e. annual fatherhood breakfasts and fatherhood conferences) and ongoing parent education utilizing the Nurturing Fathers Program curriculum.
- **Support** by providing technical assistance to county and Community partners and schools by providing consulting strategies and best practices to create a father-friendly environment.
- **Outreach** to develop partnerships and promote positive images of fatherhood through media (i.e. social media, billboard campaigns, live streaming ads, bus ads, etc.)
- **Evaluation** of program outcomes through surveys and identification of best practices for father engagement.

Children's Network, in collaboration with First 5 San Bernardino, and several other child and family-serving agencies, helped to develop the Inland Empire Father Involvement Coalition. The coalition aims to fulfill its mission by hosting and promoting events for fathers and families and capacity building trainings for agencies, to raise awareness of the need for father engagement, providing resources to support fathers, working with organizations to develop more father-friendly best practices, and collecting and disseminating data on current trends in father involvement. Through this coalition, Children's Network has shared material on father engagement and child abuse prevention with organizations that work directly with fathers and families.



# PROGRAMS

## INLAND EMPIRE FATHERHOOD CONFERENCE 2019 - CONNECTING GENERATIONS

To further our mission of service to San Bernardino County and throughout the Inland Empire, the Inland Empire Father Involvement Coalition (IEFIC) held the Inland Empire Fatherhood Conference hosted at San Bernardino Valley College on August 17, 2019. Our team worked diligently to provide a life-changing event for all fathers in our county and the Inland Empire. The day was full of inspirational guest speakers and educational and engaging workshops supported by over 25 vendors sharing resources from the community to help connect fathers and families to the pipeline to success. This conference was a celebration of fatherhood that aimed to inspire, educate, and equip fathers and father-figures to be actively engaged in their children's lives. The workshops consisted of:

- Family law • Importance of dads reading to kids • Community economic empowerment
- Leading your family to financial security • Fathers: life's ultimate escort • Fresh Start record clearing clinic
- Fatherhood under construction: becoming the best dad you were always meant to be
- You can go to college • Hair clinic for dads

93 percent of attendees scored the workshop topics 10 out of 10 and 97 percent of all attendees' rated the overall conference a 10.



## CONFERENCE ATTENDEE TESTIMONIALS:

*"I wanted to start by saying thank you for putting together such a great workshop! I made a paper airplane with my son and we literally spent about an hour throwing them back and forth to each other. It felt amazing to get reacquainted with fun things that I grew up with like that."*

*"Everyone that assisted me was extremely knowledgeable and very willing to help me, with my best interest in mind!"*

*"Great opportunity to teach us about planning a better financial future, a real eye opener!"*

*"This was very powerful - wish I heard this 30 years ago. Really provided hope that change is possible. Clear message and very helpful."*



# PROGRAMS

## NURTURING FATHERS PROGRAM FACILITATOR TRAINING

The Nurturing Fathers Program (NFP) is an evidence-based, 13-week training course designed to teach parenting and nurturing skills to men. Each class provides proven, effective skills for healthy family relationships and child development. NFP has been successfully implemented in schools, Head Start, churches, state department of social services, prisons, halfway houses, Prevent Child Abuse, parenting and counseling centers, military, community action agencies and more. IEFIC collaborated with service providers and trained fifteen staff members from seven agencies throughout the Inland Empire in both Riverside and San Bernardino County. The goal was to have the NFP be more accessible to fathers in their nearby community, along with bringing awareness to the importance of the fatherhood role. The training was held virtually due to COVID-19 PANDEMIC.



## FATHER ENGAGEMENT IN SOCIAL SERVICES/HUMAN SERVICES

A focus on fatherhood engagement in human services is an emerging trend across the country. Human service professionals are recognizing the need to acknowledge the importance of a father's existence and participation, and make better connections with fathers as it relates to their involvement in planning and executing their case plans. In order to meet this need, the father engagement coordinator coordinated a training to address this. This training provided proven strategies and tools through a mix of training and group learning to help the learner use a coach's approach to engage and build proactive relationships with fathers to help overcome limiting beliefs between fathers and practitioners, and co-create a plan for their success. One of these trainings was held virtually due to COVID-19 pandemic.

A pre-and-post evaluation was completed at the training and over eighty percent of the attendees did not feel confident engaging fathers, were not familiar with the biases fathers face and its impact on a fathers involvement with their children. Ninety-three percent of attendees saw a need for improvement to engage fathers with intention. Ninety-seven percent of attendees saw a need for a fatherhood program or support group specifically for fathers.

## FATHER ENGAGEMENT PRESENTATIONS

The father engagement coordinator has delivered presentations countywide and throughout the Inland Empire on the importance of father involvement in multiple platforms. The coordinator has been able to present to over 200 agencies and even more professionals and staff in education, human services, health care services, and faith based community members. The coordinator utilizes each platform to disseminate up-to-date information surrounding best practices on father engagement used throughout the nation. Information shared by the National Responsible Fatherhood Clearinghouse, National Fatherhood Initiative, Father's and Families Coalition of America and other fatherhood initiatives and programs throughout the United States.



# PROGRAMS

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## INLAND EMPIRE MATERNAL MENTAL HEALTH COLLABORATIVE

The Inland Empire Maternal Mental Health Collaborative (IEMMHC) was established in 2016 joining the San Bernardino County Maternal Mental Health Work Group and the Inland Empire Perinatal Mental Health Group. Up to eighty percent of new mothers experience the “baby blues,” a temporary condition including feelings of irritability, stress and mood swings. However, one in six new mothers will experience a postpartum mood disorder. When unaddressed, these disorders, which most often manifest as postpartum depression and postpartum Obsessive-Compulsive Disorder (OCD) may lead to difficulties for the mother in developing secure bonds with their child during the years most critical to their development. This leads to higher risks of child abuse and neglect. In rare cases (1-2 in 1,000), new mothers may develop a severe postpartum mood disorder known as Postpartum Psychosis, within the first several weeks after delivery that may include symptoms of delusions, hallucinations, rapid mood swings, paranoia or thoughts of hurting themselves or their baby.

The goals of the Inland Empire Maternal Mental Health Collaborative are:

- To identify and pull together existing resources in the community that support mothers experiencing postpartum depression
- To build the capacity of organizations, such as family resource centers, healthcare providers, and SART (Screening Assessment Referral and Treatment) centers, through training on maternal mental health
- To reduce the stigma that exists around maternal mental health issues through general and culturally-relevant campaigns and to encourage mothers to reach out for help in its initial meetings

A resource directory that was established from this list grew as more outreach was done to organizations in the community. The product of this directory is still available through our County’s social service call center, Inland Empire United Way 2-1-1, as well as on the Department of Behavioral Health’s website and is updated with input from the group. The IEMMHC maintains a social media presence with Facebook and coordinated a website resource with the collaborative efforts of the IEMMHC members: San Bernardino County’s Children’s Network, Department of Behavioral Health, Department of Public Health, Arrowhead Regional Medical Center, First 5 San Bernardino, Inland Empire United Way 2-1-1, IEHP, Dignity Health, Riverside County Public Health, Riverside County Department of Mental Health and the Wiley Center. The site/page administrators post information on local events, support groups, and information for mothers and families pertaining to maternal mental health.






## PROGRAMS

In order to meet our goal of building the capacity of organizations to appropriately screen, serve and/or refer mothers experiencing postpartum mood disorders, the IEMMHC provided a half-day Maternal Mental Health and Marginalized Populations training in May 2020 for approximately 100 social service and healthcare practitioners. The training was provided by our subject matter experts, Sayida Peprah, PsyD and Nayeli Corona-Zitney, LCSW. This presentation will also focus on increasing the sensitivity and humility of maternal care providers, in an effort to promote the establishment of trauma-free, supportive maternal care environments for communities who have been affected by transgenerational/historical trauma.

Dr. Sayida Peprah is both a licensed clinical psychologist and trained birth doula. She specializes in multicultural psychology, trauma, suicide prevention and maternal mental health. Dr. Peprah has a multi-faceted career as a psychologist having worked in a community-based, in-home, psychiatric hospital, correctional and private practice settings. She is also a trainer and consultant on topics of cultural humility, implicit bias and trauma as they impact mental and maternal health. Dr. Peprah is the Founder and Executive Director of the non-profit organization Diversity Uplifts, Inc.



**MATERNAL MENTAL HEALTH AND MARGINALIZED POPULATIONS**  
Presented by: Sayida Peprah, PsyD & Nayeli Corona-Zitney, LCSW

**Monday, June 15 and Tuesday, June 16**  
**WEBINAR | 9 am. - noon**

African Americans are currently experiencing disparities in both maternal and infant mortality at alarming rates. Studies have identified implicit bias as a potential contributor to disparities in the outcome of marginalized and minority communities. Mitigating implicit bias among providers has been identified as a strategy to improve client/patient-provider communication and service/treatment decisions, contributing to improved quality of care and outcomes. This interactive and self-reflective training will focus on increasing the cultural competence, sensitivity and humility and broadening participant's awareness of their own implicit bias (subtle unconscious assumptions about others) and equip them with tools to engage with pregnant, birthing and postpartum African Americans and other people of color, in more open, respectful and empathetic ways.

This presentation will also focus on increasing the sensitivity and humility of maternal care providers, in an effort to promote the establishment of trauma-free, supportive maternal care environments for communities who have been affected by transgenerational/historical trauma. The audience will be taken on a journey through the traumas of African Americans, Native Americans and Alaska Native communities. There will be a dissection of both mental and physical health impacts of trauma and adverse childhood experiences, as well as, exploration of the resilience and strengths evidenced by the various group's survival through the generations. Recommendations for providing services, care and treatment will be offered.

**To register, visit: <https://maternalmentalhealthandmarginalizedpopulations.eventbrite.com>**

**Dr. Sayida Peprah** is both a licensed clinical psychologist and trained birth doula. She specializes in multicultural psychology, trauma, suicide prevention and maternal mental health. Dr. Peprah has a multi-faceted career as a psychologist having worked in community-based, in-home, psychiatric hospital, correctional and private practice settings. She is also a trainer and consultant on topics of cultural humility, implicit bias and trauma as they impact mental and maternal health. Dr. Peprah is the Founder and Executive Director of the non-profit organization Diversity Uplifts, Inc.

**Nayeli Corona-Zitney** is a bilingual licensed clinical social worker whose private practice specializes in perinatal mental health. Ms. Corona-Zitney earned her master's degree in Social Work in 2010. Since then, she has worked in both inpatient hospital and outpatient clinical settings. Her career has included therapeutic work with adolescents, families, and new parents experiencing perinatal mood disorders. Ms. Corona-Zitney is an active member of Postpartum International (PSI) and has earned the PSI certificate in Perinatal Mood and Anxiety Disorders: Components of Care.

**Continuing Education Units Pending**

If you have a complaint or need ADA accommodations, ASL interpreter, communication devices, or other services, please call Children's Network (909) 383-9677

**THERE IS NO COST TO ATTEND THE TRAINING COURSE.**



## You Are Not Alone

Recognizing Postpartum Depression



CHILDREN'S NETWORK

Nayeli Corona-Zitney is a bilingual, licensed clinical social worker whose private practice specializes in perinatal mental health. Ms. Corona-Zitney earned her master's degree in Social Work in 2010. Since then, she has worked in both inpatient hospital and outpatient clinical settings. Her career has included therapeutic work with adolescents, families, and new parents experiencing perinatal mood disorders. Ms. Corona-Zitney is an active member of Postpartum International (PSI) and has earned the PSI certificate in Perinatal Mood and Anxiety Disorders: Components of Care.





# PROGRAMS

## CHILD ABUSE PREVENTION AND THE ADVERSE CHILDHOOD EXPERIENCES STUDY

According to the former president of the American Academy of Pediatrics, Dr. Robert Block, Adverse Childhood Experiences (ACEs) are the single greatest unaddressed public health threat facing our nation today. Child abuse, neglect, and household dysfunction are epidemics in our community that require a collaborative approach, including all members of the community, to be addressed. In order to better inform our community about the effects of ACEs and to strengthen our efforts in child abuse prevention, Children's Network has provided 2-hour trainings, as well as shorter presentations to social service and healthcare providers, educators, law enforcement agencies and community members throughout the county. In addition to those presentations, Children's Network was invited to train the entire staff of San Bernardino County Department of Child Support Services (DCSS). In February 2020, nearly 500 DCSS staff members participated in a 45 minute ACES training from Children's Network staff. These presentations highlight the major forms of childhood maltreatment; their impact on the child, prevalence within our community and effects on individuals and communities over the long term. We've shared the findings of the Adverse Childhood Experience Study, conducted by Dr. Vincent Felitti and Dr. Robert Anda, in a very practical way that has added meaning to professional practice and increased awareness for parents, caregivers, and concerned community members.

Children's Network has joined the ACEs Task Force of San Bernardino County in collaboration with Loma Linda University, San Bernardino County Departments of Public Health and Children and Family Services, First 5 San Bernardino, as well as several other community stakeholders, to help increase the community's awareness of ACEs and develop practices to reduce their long-term effects. The group's strategic planning goals include:

- Increasing community awareness of ACEs and resiliency through education
- Building and maintaining a list of organizations focused on services effecting families with high ACE scores for residents of San Bernardino County to easily access those services
- Developing a learning collaborative focused on creating trauma-informed and resiliency-building organizations





# THE TRUTH ABOUT ACEs

## WHAT ARE THEY?

ACEs are  
ADVERSE  
CHILDHOOD  
EXPERIENCES

The three types of ACEs include

### ABUSE



Physical



Emotional



Sexual

### NEGLECT



Physical



Emotional

### HOUSEHOLD DYSFUNCTION



Mental Illness



Incarcerated Relative



Mother treated violently



Substance Abuse



Divorce

## HOW PREVALENT ARE ACEs?

The ACE study\* revealed the following estimates:

### ABUSE

Physical Abuse 28.3%

Sexual Abuse 20.7%

Emotional Abuse 10.6%

### NEGLECT

Emotional Neglect 14.8%

Physical Neglect 9.9%

percentage of study participants that experienced a specific ACE

### HOUSEHOLD DYSFUNCTION

Household Substance Abuse 26.9%

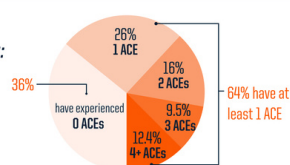
Parental Divorce 23.3%

Household Mental Illness 19.4%

Mother Treated Violently 12.7%

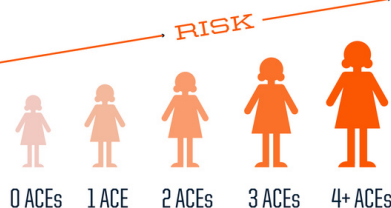
Incarcerated Household Member 4.7%

Of 17,000 ACE study participants:



## WHAT IMPACT DO ACEs HAVE?

As the number of ACEs increases, so does the risk for negative health outcomes



Possible Risk Outcomes:

### BEHAVIOR



Lack of physical activity



Smoking



Alcoholism



Drug use



Missed work

### PHYSICAL & MENTAL HEALTH



Severe obesity



Diabetes



Depression



Suicide attempts



STDs



Heart disease



Cancer



Stroke



COPD



Broken bones



# PROGRAMS

## EARLY CHILDHOOD MENTAL HEALTH SYSTEMS PROGRAM

The Early Childhood Mental Health Systems Collaborative identifies training topics, plans training for community and county partners relevant to the zero to five high-risk population. The collaborative also identifies specific resources related to early childhood mental health and presents the information at the quarterly collaborative meetings.

During this past fiscal year, all of the services provided by this program were moved to a virtual format. Many of the trainings focused on how the COVID-19 pandemic was effecting the mental health of our children and how professionals within this field can best adapt their skills to assist during these times.

These are two distinct, but similar programs that provide services countywide by six different agencies:

**Screening, Assessment, Referral, Treatment (SART)** serves children between the ages of zero to five who are experiencing social, physical, cognitive, behavioral, developmental, and/or psychological issues. It is an intensive program that serves at-risk children, many of whom have been exposed to abuse, neglect and/or substances in utero.

**Early Identification and Intervention Services (EIS)** serves a similar, but less severe population than the SART population. These services are intended to improve the social, cognitive, emotional, behavioral and developmental functioning of these children. In addition, these children may or may not have experienced abuse or trauma, but are perceived as being at-risk for manifesting problems in the above areas without the provisions of attachment enrichment activities.





# PROGRAMS

## SART/EIIS ANNUAL TRAININGS

Children's Network plans SART/EIIS provider trainings that continue to develop the therapeutic skills of the professional behavioral and occupational providers, so that they can provide the best care to our children and families. We also ask our SART centers to give us ideas and suggestions as to what trainings would be of value to them.

### Parent Child Interaction Scales Training

The Parent Child Interaction (PCI) scales are the most widely used scales for measuring parent-child interaction today. It is a well-developed set of observable behaviors that describe the communication of and interaction between, caregiver and child in either a feeding or a teaching situation. The training teaches the participant how to observe and assess parent-child interaction in the areas of sensitivity to cues, response to distress, social emotional growth fostering, cognitive growth fostering, clarity of cues and responsiveness to caregivers and to use the Feed and the Teach scale. To complete the training, the participants must be eighty-five percent reliable with the University of Washington on both scales. All participants who attain reliability with University of Washington on both the Feed and Teach scales will attain a certification in this measure.


### Watch, Wait and Wonder


This training series is based on attachment theory and is an Infant/Child-led approach to psychotherapeutic intervention. The approach is relational and therapists use questioning to put parents in the role of "expert."

### COVID-19 and Re-Integration:

This training focused on the following topics: identification and assistance to high-risk children who may be more vulnerable and have less access to care during the stay-at-home situation of COVID-19, identification of high-risk children when access to children is via telehealth or tele-education, the importance of movement to mental health, especially during times of stress, and strategies to encourage movement in children in both the indoor and outdoor setting and the stressors of re-integration and strategies to prepare and assist children in these difficult times.



Children's Network



## COVID-19 & Re-Integration: Meeting the needs of High-Risk Children

This training will focus on the following topics: identification and assistance to high-risk children who may be more vulnerable and have less access to care during the stay-at-home situation of COVID-19, identification of high-risk children when access to children is via telehealth or tele-education, the importance of movement to mental health, especially during times of stress, and strategies to encourage movement in children in both the indoor and outdoor setting and the stressors of re-integration and strategies to prepare and assist children in these difficult times.


**Date and Time:**  
**June 25**  
9 a.m. - 1 p.m.

**Virtual Meeting via WebEx**  
Information and link provided after registration.

**Presenters:**  
**Dr. Kelli Freier Randall**, Staff Pediatric Neuropsychologist for SART, Director, Pediatric Psychology Services, LISD  
**Andrea Diaz**, Director, West Valley Center for Children's Institute  
**Stacey Reed**, Director, National Alliance for Drug Endangered Children  
**Dr. Mark Randall**, Sports Psychology, Behavioral Medicine Specialist and Exercise Psychologist  
**Felicita Bush**, CEO, Harmony Mental Health

For grievances or for persons requiring special arrangements or accommodations, please call (909) 383-9677.  
Children's Network complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, sex, gender identity, age, disability, or LEP.  
Children's Network cumple con las leyes federales de derechos civiles aplicables y no discrimina por motivos de raza, color, origen nacional, sexo, identidad de género, edad, discapacidad o LEP.

To register, please visit Eventbrite - <https://covid-19andre-integration.eventbrite.com>





# PROGRAMS

## MENTORING TASK FORCE

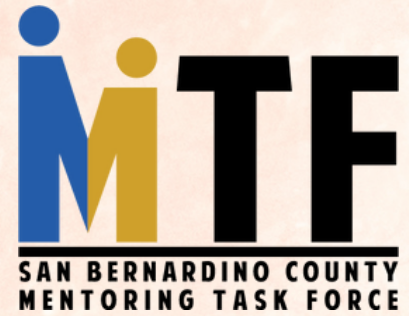
*"The Mentoring Task Force works to connect all youth with a mentor who can inspire, challenge and motivate them, even in a pandemic. Youth are possibly the most vulnerable during a pandemic, and with the uncertainty of the future, mental health needs have expanded exponentially. Youth who have a trusted adult who can provide support and guidance during a difficult time will be better able to process the new, unplanned challenges they are now dealing with and link them to needed resources."*

- Doreen Ivery, Mentoring Resource Specialist, Children's Network

*"I learned to be very sensitive to someone who has been trafficked and the tools I need when mentoring this vulnerable population."* - Parent Partner, Mentoring Our CSEC Youth (Jan. 2020)

*"I really enjoyed this presentation! A lot of relatable topics and a safe zone for new ideas. Thank you!"*

- Life Coach/Case Manager, Youth Participatory Action Research (Nov. 2019)



## MEDIA CAMPAIGN

In 2019-2020, the Mentoring Task Force continues our media campaign to increase awareness of the Mentoring Task Force around the county and educate our residents on the positive effects of youth mentoring. The Mentoring Task Force disseminates activities and messages through brochures and flyers, social media, newspaper, radio and podcast interviews. As we experienced the COVID-19 pandemic in early 2020, the Mentoring Task Force relied heavily on its media campaign to maintain the strong collaborative partnerships and connection with the general public.

## NATIONAL MENTORING MONTH

January is National Mentoring Month. The Mentoring Task Force observes and celebrates each year with a variety of activities and outreach. In 2020, a social media campaign was launched: the #SBCMentorChallenge where individuals posted or made a short social media video stating how important their own mentors were/are in their lives. The Task Force also gave its community partners and the public the opportunity to #ThankYourMentor, where community members could utilize a sign stating why they wanted to thank their mentor and post a picture or video. Each year, the Task Force also reaches out to our city officials throughout the county to receive a proclamation declaring January as National Mentoring Month in those cities. This has provided a collaborative partnership with our County Board of Supervisors and city governments to promote youth mentoring. In addition, the Mentoring Training Series offers trainings in January focused on Mentoring Our CSEC Youth, which provides the tools and resources to engage and mentor our commercially sexually trafficked youth.





# PROGRAMS

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## THE STATE OF MENTORING IN SAN BERNARDINO COUNTY

In August 2019, the Task Force utilized our community collaborative meetings to hold four regional stakeholder meetings that would address the specific needs of each county region concerning youth mentoring. These meetings were well-attended and each region identified the specific resources for the area, as well as, the area's unique needs.



## MENTORING TRAINING SERIES

In 2019-2020, the Mentoring Task Force offered free trainings held throughout the county. These trainings were open to the public, our non-profit and county agency partners and the mentoring community. Topics included: Youth Mental Health First Aid, Engaging and Mentoring Our CSEC Youth, and Youth Participatory Action Research.

## REGIONAL COMMUNITY COLLABORATIVE/MENTORING TASK FORCE MEETINGS

The regional community collaborative meetings held bi-monthly in San Bernardino, Rancho Cucamonga, Apple Valley and Big Bear are held alongside the Mentoring Task Force meetings, in order to be more accessible to our collaborative agencies and bring together a broader base of partners. These meetings combine our child-serving community partners seeking opportunities to network and receive ongoing educational opportunities with our local mentoring agencies.

## COLLABORATION/RESOURCE FAIRS

The Mentoring Task Force is very active in participating and supporting collaborative efforts with our community partners. Throughout 2019, the Mentoring Task Force has supported multiple resource fairs, workshops and conferences sponsored by our partner agencies. The Mentoring Resource Specialist engages regularly with the California Mentoring Partnership, collaborating with mentoring coalitions across the state to promote, educate, and engage the public regarding youth mentoring.

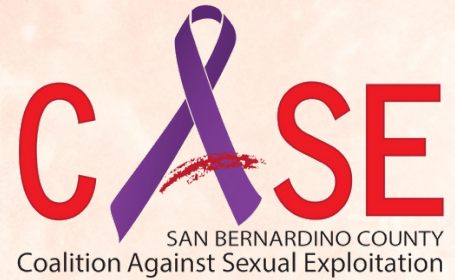
## RECRUITMENT/COMMUNITY PRESENTATIONS

Recruitment of quality mentors is a major focus for the Mentoring Task Force and this is accomplished through contact with the community at health and resource fairs, trainings and community presentations to various agencies and community groups.



# PROGRAMS

## COALITION AGAINST SEXUAL EXPLOITATION (C.A.S.E.)



The Coalition Against Sexual Exploitation program is a collaborative approach between eleven public agencies that serve commercially sexually exploited children (ages 12-15), Transitional Age Youth (TAY, ages 16-25), and those at risk for sexual exploitation through a centralized referral mechanism managed by the C.A.S.E. coordinator and Multi-Disciplinary Team (MDT). The program conducts community outreach and education as well as direct services. Services include mental health assessments, crisis intervention, case management, academic assistance, therapeutic interventions, transportation, placement, and linkage/referral to community resources.

The collaborative partners include: Behavioral Health, Public Health, Children and Family Services, Children's Network, District Attorney's Office, Probation Department, Public Defender, San Bernardino County Superintendent of Schools, Sheriff's Department, Superior Court of California-Juvenile Court and two local non-profit advocacy agencies, the Open Door and Court Appointed Special Advocates (C.A.S.A., of San Bernardino). In addition to county/city collaboratives, C.A.S.E. works with the faith-based communities and other youth-serving providers to facilitate additional supports to the youth and their families within their communities.

## COUNTY OF SAN BERNARDINO BOARD OF SUPERVISORS PROCLAMATION

In November 2018, the County of San Bernardino Board of Supervisors issued a proclamation that designated January as Human Trafficking Awareness and Prevention Month bringing our County's efforts in line with those at a national level and bringing attention to the issue of the commercial sexual exploitation of children in our community. We are very grateful to the Board of Supervisors for all of their support in the work we do.

## C.A.S.E. OUTREACH AND EDUCATION MEETINGS

In fiscal year (FY) 2019/2020, C.A.S.E.'s Outreach and Education Meetings are held quarterly on the first Wednesday of the month (January, April, July, and October). These meetings provide the community an opportunity to come together to learn more about the commercial sexual exploitation of children in the county and to network with other community members and professionals who have a shared interest in the issues surrounding the exploitation of children. It provides C.A.S.E. the platform to present relevant topics by subject matter experts and encourages participants to network, building alliances better serving disadvantaged youth in our county.



C.A.S.E. held its first virtual meeting in July 2020 and has continued to facilitate the meetings virtually. Although there have been challenges to learning how to navigate the technologies of virtual meetings, C.A.S.E.'s outreach has been broadened in response to the utilization of a virtual platform allowing for more attendees from all throughout the state.



## PROGRAMS

C.A.S.E. collaborates with other agencies to bring specialized trainings for professionals to grow their capacity to identify and engage CSEC youth. In January 2020, in observation of National Human Trafficking Awareness/Prevention Month, C.A.S.E. in collaboration with San Bernardino County Sheriff's Public Affairs Department hosted two "human trafficking symposiums" to educate the community regarding the risks of youth exploitation and human trafficking. One of the symposiums was held at High Desert Church in Victorville and the second at Dorothy Inghram Learning Center in San Bernardino. Each symposium included workshops addressing issues of human trafficking: social media risks, LGBTQ vulnerabilities of exploitation, rape and trauma, faith-based communities combating human trafficking. The County of San Bernardino Human Trafficking Task Force presented on their operations to combat the demand side of trafficking and their stats on the convictions/arrests of traffickers, along with how many minor victims they have rescued.



In addition to the symposiums, C.A.S.E. hosted its 10th Annual C.A.S.E. Human Trafficking Awareness Walk in San Bernardino at Children's Network. District Attorney, Jason Anderson and County Sheriff John McMahon, spoke to the couple hundred attendees about San Bernardino's law enforcement's effort to combat human trafficking in our county. The mother of a victim of trafficking and a survivor of labor trafficking shared their testimony's urging the attendees to continue their activism to prevent the exploitation of vulnerable populations. The event hosted twenty-six community vendors providing an array of resources to service the community.

### MULTIDISCIPLINARY TEAM (MDT)

The C.A.S.E. MDT comprised of County partners: District Attorney, Public Defender, Children and Family Services, Probation Department, Children's Network, Department of Public Health, and the Department of Behavioral Health convene twice a month working collaboratively to implement direct intensive case management to system-involved youth who are victims of sexual/labor exploitation. In recent years, CASE has extended its collaborative partnerships with the addition of two local non-profit organizations: Court Appointed Special Advocates of San Bernardino (C.A.S.A.) and The Open Door, an advocate/survivor-run program. In FY 2019-2020, the C.A.S.E. MDT efforts engaged/worked with eighty-one youth victims collectively delivering over seven hundred direct services.



## CHILDREN'S NETWORK STAFF

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Janki Patel  
Wendy Alvarez  
Hillary Steenson-Ray  
Doreen Ivery  
Angel Magallanes  
Xeneida Brown  
Juan Solis  
Jannette Zito  
Denise McKinney

Network Officer  
Associate Network Officer  
Community and Events Coordinator  
Mentoring Resource Coordinator  
C.A.S.E. Coordinator  
Child Abuse Prevention Coordinator  
Father Engagement Coordinator  
Staff Analyst  
Secretary



**Children's Network Staff in Quarantine**





Children's Network